SHE MAY LOOK CLEAN, BUT . . .

Cartoons played an important role in the military's health-education efforts during World War II.

MICHAEL RHODE examines some of the educational material cartoonists produced to safeguard enlisted men.

In 1941, America entered World War II and so did its cartoonists. Stateside patriots like Milton Caniff and draftee cartoonists like Bill Mauldin, George Baker and Dave Breger raised troop morale by producing cartoons or strips based on conditions in the field. The Army and Navy also hired cartoonists to educate G.I.s by creating short animated films, posters and pamphlets on the dangers of sexually transmitted diseases.

Cartoons had already been used to warn against diseases that soldiers could easily avoid through modified behaviors. Malaria, typhus and schistosomiasis (spread respectively by mosquitoes, lice and snails) are preventable with simple procedures. Three animated shorts on malaria prevention—*Private Snafu vs. Malaria Mike, Target Snafu* (or *Private Snafu in Target for Tonight*) and *It's Murder, She Says*—were released in the final two years of the war. The Army Pictorial Service made another 50 cartoon trailers on malaria prevention that were shown with full-length motion pictures. With the discovery of antibiotics, venereal disease (or "VD" in the common parlance) also became easily curable during the war, and the government launched an intensive educational effort.

The Surgeon General's Office oversaw the Army's health-education efforts. Cartoonists and contracted artists created posters and pamphlets that went through Washington, D.C., for approval. The Government Printing Office printed the posters in Washington, and not until early 1943 did posters begin reaching the field. Soon after, the government set up contracts with firms to provide finished artwork. Photographic miniatures of posters were sent to the field, where local printers could enlarge and reproduce them for mass distribution.

The Army and Navy hired top-notch cartooning talent to create their posters, which had an overall emphasis on directness and simplicity. As Lieutenant Commander Jerome Burke said of the Navy's mandate for posters, "If they are not presented in such a manner so that any intellect can understand them with the least of thought processes, they are worthless."

All artwork courtesy of National Museum of Health & Medicine, Armed Forces Institute of Pathology, Washington, D.C.

THEM DAYS IS GONE FOREVER
by Posen
I HAVEN'T SEEN BILL DOAKES AROUND– WHERE IS HE, ANYWAY?
OH, BILL? HE GOT ACQUAINTED WITH SOME GAL THE OTHER DAY –
WELL, BILL IS KINDA CARELESS – HE THINKS "PICK-UPS" ARE OKAY---
THEM DAYS IS GONE FOREVER!
V.D. Ward

Them Days Is Gone Forever by Al Posen, 1943. Posen's comic-strip work spanned five decades—from the 1920s into the 1960s—and included *Jinglet* and *Sweeney and Son*, both of which also appeared in comic books published by Dell. Posen's *Ella and Her Fella*, *Jinglet* and *Sweeney and Son* ran in *Popular Comics* from 1936–38, and *Sweeney and Son* ran in *Super Comics* from 1938–40. At least two of Posen's *Them Days Is Gone Forever* series appeared. The Navy published a version of this poster with the uniforms altered to reflect the appropriate branch of service.

Any opinions or assertions in this article are the author's and do not necessarily reflect the views of the U.S. Department of Defense. This information is in the United States public domain.

VD: American Soldier Could Catch It With Ease, But—Prophylaxis Prevents Disease by Arthur Szyk, 1943. Szyk, a European expatriate, was known for his children's book illustrations and his caricatures of Axis leaders. His caricatures of Axis leaders were collected in *The New Order* in 1941. During the war, Szyk also produced political cartoons for *P.M.* and the New York *Post*. Szyk did at least two posters for the pharmaceutical firm John Wyeth. He caricatured fascist leaders to convey cautionary VD messages, and his work was used when the Army was unable to produce official government posters in sufficient quantities.

JOE PALOOKA "THEY DON'T MIX" by HAM FISHER
SLOW—DON'T TAKE ANY WOODEN NICKELS.
C'MON LESH GET 'NOTHER DRINK— SHEE-DA-O-LINE
HULLO FELLAS— LOOKS LIKE YOU BEEN CELEBRATIN'.
F'GOSH SAKES— HA YA JOEY WONSA OUR PALOOKA?
HEY LESH GO BACK IN—
GOLLY, ARE THEY DRUNK. TWO SWELL GUYS TOO. I DON'T WANTA SEE THE ARMY LOSE TWO GOOD MEN.
SAY— DON'TCHA THINK IT'D BE A GOOD IDEA TOO TO THE PRO STATION, FELLAS?
AHH— SLOTTA BUNK— LESH, GO BACK IN THERE(ICK) IT—
COME ON SKEETER— AL'S GRIN.
SURE JOEY'S OUR PAL— HE AIN'T NO BLUE NOSE— HE'S JUS' LAIK GUY— HE KNOWS WHA'S RIGHT—
WON'T BE LONG NOW, FELLAS.
GOTTA SIT DOWN— GO HEAD O'WAH— LESHKE ALONG WIF'IS
TEH TEH! YOU SIDN RIGHT THERE 'TILL I GET BACK.
THIS HERE'S MY PAL, DOC— HE'S KINDA DRUNK.
OF COURSE NOT. PROPHYLAXIS ONLY TAKES A FEW MINUTES.
IS THIS GONNA TAKE ALL NIGHT?
BUT IT SAVES PLENTY A MISERY, AL.
BE SURE AND WASH THE HEAD OF THE PENIS— THAT'S THE DANGER SPOT!
FIRST URINATE— THEN WASH THE GENITALS WITH SOAP AND WATER.
THIS STUFF WILL KILL CLAP GERMS.
UH HUH.
INJECT SILVER DRUG INTO END OF PENIS. HOLD FOR FIVE MINUTES.
NOW RUB THAT OINTMENT IN CAREFULLY TO PREVENT 3:FF!
OKAY!
I'M GOIN' OUT AN' GIT SKEETER EVEN IF I HAFTA CARRY 'IM IN!
RUB CALOMEL OINTMENT ON GENITALS, ESPECIALLY HEAD OF PENIS.
GONE— HOLY SMOKES HEY— HEY SKEETS!!
THANKS A LOT, JOE. YOU TOOK CARE OF ME GOOD.
BOY, WHAT A TIME I HAD WITH YOU TWO BIRDS LAST NIGHT.
HEY, WHERE DID YOU DISAPPEAR TO?
I DON'T REMEMBER JOE— I DON'T EVEN KNOW HOW I GOT BACK HERE.
LATER
V.D. WARD
HI'D SWEET.
DIDJA EVER REMEMBER WHERE YOU WERE THAT NIGHT?
I SURE WAS A DOPE THIS WILL TEACH ME LIQUOR AN' DAMES DON'T MIX

Joe Palooka: "They Don't Mix" by Ham Fisher, 1943. Fisher created *Joe Palooka* in 1930, and although the strip was mostly ghosted it enjoyed tremendous popularity during World War II, when tens of millions of people read it. Palooka was one of the first comics characters to enlist in the service when America entered the war, a move that launched the strip's readership into the stratosphere.

Liberty Pass by Woodcock. Woodcock has largely disappeared from cartoon history, but he was probably a professional cartoonist, since the government hired him to produce at least two posters.

This Is Ann by Dr. Seuss, 1943. Dr. Seuss, the pen name of Theodor Geisel, served in the Army Signal Corps during the war while continuing to draw political cartoons for *P.M.* After the war, his children's books eclipsed his work as a cartoonist. This is the first page from a 1943 brochure, done in collaboration with Major Munro Leaf, on the hazards of malaria-carrying mosquitoes.

SYPHILIS
WE GOTTA DO A JOB TONIGHT, PAL!
SYPHILIS and GONORRHEA...
The AXIS PARTNERS
YEH--AN' I KNOW WHERE DE PICKINS IS EASY, CHUM!
GONORRHEA
DERE'S OUR NEX' VICTIM, AN' HE'S GONNA BE A CINCH --WE GOT EIGHT FLOOZIES WOIKIN' FOR US IN DAT JOINT!
WHO'S GONNA GET DE FOIST CRACK AT HIM, "CLAP"?
LETS GANG UP ON DIS GUY "SIFF"--WE'LL GIVE HIM A DOUBLE DOSE!
WORRY
COISES! FOILED AGAIN!
PROPHYLAXIS STATION

Syphilis and Gonorrhea . . . The Axis Partners by Paul McCarthy, 1943. McCarthy produced his *Gertie O'Grady* strip from 1940–43 for the New York Daily News/Chicago Tribune Syndicate. He continued as a cartoonist after the war and worked for Harvey Comics in the 1950s.

YOUR FACE LOOKS SO FAMILIAR
GEEZ! GET A LOADA THAT!
WHATTA PIECE! JUST MY SPEED!
PROBABLY JUST A NICE KID WAITIN' FOR...
YEAH! WAITING FOR A GUY LIKE ME! HAH! A GRAND-STAND SEAT, BUMS, AN' WATCH A GUY WITH TECHNIQUE!
THAT WATERLOGGED RONCO'S AT IT AGAIN!
YA GOTTA HAND IT T'MIKE, HE SURE KNOWS HOW TO PICK 'EM UP!
YEAH...SURE! BUT ONE OF THESE DAYS HE'S GONNA PICK UP SOMETHIN' ELSE!
YOUR FACE LOOKS SO FAMILIAR!
WELL...BOYS, ...LOOKS LIKE YOU'LL HAVE TO DO WITHOUT MY PRESENCE! I JUST GOT MYSELF SOMETHING TO SHACK UP WITH TONITE! YOU'LL EXCUSE ME?
BE RIGHT BACK GUYS! GOTTA SEE A MAN 'BOUT A DOG!
GOTTA A WIN FOR FOR THAT CHICK, MYSELF! MEBBE I CAN BEAT MIKE'S TIME!
WAIT A MINUTE MIKE! BETTER TAKE CARE OF YOURSELF...GOT YOUR PRO KIT?
YOU KIDDING? WITH THIS DAME..? NEED PROTECTION! HA! WHAT A LAUGH! SHE'S STRICTLY PRIVATE!
YOUR FACE LOOKS SO FAMILIAR!
PRIVATE, EH? CAST YOUR PEEPERS ASTERN!
?!
WHY THAT DIRTY..!
SIT DOWN, FELLOW! HE JUST DID YOU A PERSONAL FAVOR!
YEAH YOURS AND EVERYBODY ELSES! YOU AND JIM PICKED HER UP TONIGHT... BUT WHO WAS IT GOT HER LAST NITE— AND THE NITE BEFORE?
AW! YOU CAN TELL WHEN A GIRL IS CLEAN!
THEN YOU GOT WEAK EYES, BROTHER! YOU CAN GET EVERYTHING FROM A PICKUP THAT YOU CAN GET FROM A PROSTITUTE...EVEN SYPHILIS!
WOW!
YEAH, SIFF! I'VE SEEN FELLOWS LIKE YOU GET CAUGHT BY PICK-UPS! WISE GUYS WHO DIDN'T THINK THEY NEEDED PROTECTION!
WISE GUYS LIKE YOU, MIKE!
GEE, D'YOU SUPPOSE JIM WILL GET HIMSELF IN JAM?
TIME WILL TELL, BROTHER.... TIME WILL TELL...
AND TIME DID TELL!
YOUR FACE LOOKS SO FAMILIAR!

Your Face Looks So Familiar by Fran Robbins, 1943. Rob is most famous for h adventure strip *Joh Hazard* which he be in 1944, but he also worked on *Scorchy Smith*. In comic boo he drew many char ters, including Marv Comics' Captain America, Daredevil Ghost Rider, The Human Fly and The Invaders and DC Comics' Batman, Flash, Unknown Soldier, Superboy and The Shadow.

A *Guy Does Watch His Health—If He's A Smart Guy!* (number 36 in the "Malaria Moe" series) and *May 1944*, both by Frank Mack. Mack appears to have been an amateur Army cartoonist in the southern Pacific, where the Malaria and Epidemic Disease Control effort was focused. He did two types of cartoon posters: *Malaria Moe* comic strips and malaria-awareness calendars with gag cartoons and good-girl art. Mack's work was accomplished enough that it was redistributed in other commands. ■

44 MAY 44
SUN MON TUE WED THU FRI SAT
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31
DAILY RACING FORM
PRACTICE MALARIA DISCIPLINE NOW- AND BE IN SHADE TO ENJOY YOUR POST WAR PLANS

"MALARIA MOE"
A guy does watch his health. -if he's a smart guy!
NOBODYS GONNA MAKE ME TAKE ATABRINE. I'M NOT AFRAID OF MOSQUITOES, SO WHY TAKE THE STUFF?
MESS HALL
JUST WAIT TIL I GET IN-SIDE THE MESS HALL -I'LL TELL THE DOC A THING OR TWO!!
MESS HALL
AW, TAKE A BREATH!
-DONT STAND THERE! COME ON IN AND TAKE YOUR - -ATABRINE!
A GOIL!!
THAT WASN'T TOO BAD! -NOW WAS IT?
NO MAM!
MOSQUITOES DONT SCARE HIM- -HE SAYS?
I GUESS YOU HEARD HIM TELL THE DOC OFF ????
-NOBODY MAKES MOE TAKE ATABRINE!
A GUY'S GOTTA WATCH HIS HEALTH--- DONT HE??
MALARIA EPIDEMIC DISEASE CONTROL S.O.PAC. NO. 36